

Rep Order# 9835464 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/02/2012 3:45 PM  
Last Received: 10/02/2012 3:31 PM  
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product ROMNEY 4 PRESIDENT  
Estimate# 472  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

63271  
Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //472  
Flight Dates 10/03/2012 - 10/09/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F,M-TU	6A-630A	NEWS	:30	\$325.00	10/03-10/09	5 P3	1	5	\$1,625.00	
	2	W-F,M-TU	630A-7A	NEWS	:30	\$325.00	10/03-10/09	5 1	1	5	\$1,625.00	
	3	W-F,M-TU	7A-8A	NEWS	:30	\$190.00	10/03-10/09	5 P3	1	5	\$950.00	
	4	W-F,M-TU	8A-9A	NEWS	:30	\$190.00	10/03-10/09	4 1	1	4	\$760.00	
	5	W-F,M-TU	12P-1230P	NEWS	:30	\$350.00	10/03-10/09	2 P3	1	2	\$700.00	
	6	W-F,M-TU	730P-8P	ET	:30	\$1,500.00	10/03-10/09	5 P2	1	5	\$7,500.00	
	7	W-F,M-TU	11P-1135P	NEWS	:30	\$1,100.00	10/03-10/09	6 P3	1	6	\$6,600.00	
	8	W	9P-11P	DEBATE	:30	\$7,500.00	10/03-10/03	1 P2	1	1	\$7,500.00	
	9	F	8P-9P	CSI NY	:30	\$1,000.00	10/05-10/05	1 P4	1	1	\$1,000.00	
	10	F	10P-11P	BLUE	:30	\$3,500.00	10/05-10/05	1 P2	1	1	\$3,500.00	
	11	SA	6A-7A	NEWS	:30	\$150.00	10/06-10/06	1 P3	1	1	\$150.00	

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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	SA	7A-8A	NEWS	:30	\$150.00	10/06-10/06	1 P3	1	1	\$150.00	
	13	SA	8A-9A	NEWS	:30	\$425.00	10/06-10/06	1 P2	1	1	\$425.00	
	14	SA	9A-10A	NEWS	:30	\$425.00	10/06-10/06	1 P2	1	1	\$425.00	
	15	SA	10P-11P	49 HRS	:30	\$800.00	10/06-10/06	1 P4	1	1	\$800.00	
	16	SA	11P-1130P	NEWS	:30	\$1,100.00	10/06-10/06	1 P3	1	1	\$1,100.00	
	17	SU	9A-930A	NEWS	:30	\$900.00	10/07-10/07	1 P2	1	1	\$900.00	
	18	SU	930A-10A	NEWS	:30	\$900.00	10/07-10/07	2	1	2	\$1,800.00	
	19	SU	10A-1030A	NEWS	:30	\$900.00	10/07-10/07	2	1	2	\$1,800.00	
	20	SU	1030A-11A	FACE NATION	:30	\$650.00	10/07-10/07	1 P2	1	1	\$650.00	
	21	SU	11P-1135P	NEWS	:30	\$1,100.00	10/07-10/07	1 P3	1	1	\$1,100.00	
	22	SU	1P-4P	BENGALS	:30	\$9,000.00	10/07-10/07	1 P3	1	1	\$9,000.00	
	23	W-F,M-TU	5A-6A	NEWS	:30	\$250.00	10/03-10/09	1 P3	1	1	\$250.00	

---REPORT TOTALS---

Report Totals: 50 / \$50,310.00

---SALES MONTHLY TOTALS---

Oct 12: 50 / \$50,310.00

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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Sales Totals: 50 / \$50,310.00  
Station Totals: 50 / \$50,310.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$153,525	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	19%
		WKRC	32%	WLWT	27%	WSTR	0%	WXIX	20%		

Books null  
Demos RA35+

# Spot Manager: All, 10/03/12-10/09/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 63271												
Line: 1												
10/03/12	Wednesday	3:05:56 AM	:30	\$325.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	3	MWASH
10/04/12	Thursday	3:21:13 AM	:30	\$325.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
10/05/12	Friday	3:13:42 AM	:30	\$325.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH
10/08/12	Monday		:30	\$325.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	5	MWASH
10/09/12	Tuesday		:30	\$325.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	4	MWASH
											5	
Line: 2												
10/03/12	Wednesday	3:34:55 AM	:30	\$325.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	4	MWASH
10/04/12	Thursday	3:42:51 AM	:30	\$325.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	5	MWASH
10/05/12	Friday	3:35:25 AM	:30	\$325.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH
10/08/12	Monday		:30	\$325.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	3	MWASH
10/09/12	Tuesday		:30	\$325.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
											5	
Line: 3												
10/03/12	Wednesday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	3	MWASH
10/04/12	Thursday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH
10/05/12	Friday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	5	MWASH
10/08/12	Monday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
10/09/12	Tuesday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	4	MWASH
											5	
Line: 4												
10/04/12	Thursday	3:23:00 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
10/05/12	Friday	3:19:15 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	4	MWASH
10/08/12	Monday		:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	3	MWASH
10/09/12	Tuesday		:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH
											4	
Line: 5												
10/08/12	Monday		:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH
10/09/12	Tuesday		:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
											2	
Line: 6												
10/03/12	Wednesday	7:43:22 PM	:30	\$1,500.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 472		P-2	3	MWASH
10/04/12	Thursday	7:34:45 PM	:30	\$1,500.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 472		P-2	4	MWASH
10/05/12	Friday	7:42:52 PM	:30	\$1,500.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 472		P-2	5	MWASH
10/08/12	Monday		:30	\$1,500.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH
10/09/12	Tuesday		:30	\$1,500.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 472		P-2	2	MWASH
											5	
Line: 7												
10/03/12	Wednesday	11:26:37 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH

[Filtered by: ] [Sorted by: Station]

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Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 63271												
Line: 7												
10/03/12	Wednesday	12:11 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	6	MWASH
10/04/12	Thursday	18:29 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH
10/05/12	Friday	12:23 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	3	MWASH
10/08/12	Monday		:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	4	MWASH
10/09/12	Tuesday		:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	5	MWASH
				\$6,600.00								6
Line: 8												
10/03/12	Wednesday	5:58:46 PM	:30	\$7,500.00		Wed Prime	(9:00:00 PM-11:00:00	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH
				\$7,500.00								1
Line: 9												
10/05/12	Friday	3:20:07 PM	:30	\$1,000.00		Fri Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 472		P-4	1	MWASH
				\$1,000.00								1
Line: 10												
10/05/12	Friday	10:29:15 PM	:30	\$3,500.00		Fri Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH
				\$3,500.00								1
Line: 11												
10/06/12	Saturday		:30	\$150.00		6a-8a Local 12 News Sat	(6:00:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
				\$150.00								1
Line: 12												
10/06/12	Saturday		:30	\$150.00		6a-8a Local 12 News Sat	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
				\$150.00								1
Line: 13												
10/06/12	Saturday		:30	\$425.00		CBS This Morning Sat	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH
				\$425.00								1
Line: 14												
10/06/12	Saturday		:30	\$425.00		CBS This Morning Sat	(9:00:00 AM-10:00:00	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH
				\$425.00								1
Line: 15												
10/06/12	Saturday		:30	\$800.00		Sat Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 472		P-4	1	MWASH
				\$800.00								1
Line: 16												
10/06/12	Saturday		:30	\$1,100.00		11p M-Su Local 12 New	(11:00:00 PM-11:30:00	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
				\$1,100.00								1
Line: 17												
10/07/12	Sunday		:30	\$900.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH
				\$900.00								1
Line: 18												
10/07/12	Sunday		:30	\$900.00		CBS Sun Morning	(9:30:00 AM-10:00:00	ROMNEY 4 PRESIDENT 472		P-2	2	MWASH

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Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 63271												
Line: 18												
10/07/12	Sunday		:30	\$900.00		CBS Sun Morning	(9:30:00 AM-10:00:00	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH-
											2	
Line: 19												
10/07/12	Sunday		:30	\$900.00		CBS Sun Morning	(10:00:00 AM-10:30:00	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH-
10/07/12	Sunday		:30	\$900.00		CBS Sun Morning	(10:00:00 AM-10:30:00	ROMNEY 4 PRESIDENT 472		P-2	2	MWASH-
											2	
Line: 20												
10/07/12	Sunday		:30	\$650.00		Face the Nation	10:30 AM-11:00 AM	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH-
											1	
Line: 21												
10/07/12	Sunday		:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
											1	
Line: 22												
10/07/12	Sunday		:30	\$9,000.00		Bengals vs Miami	(1:00:00 PM-4:00:00	PROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
											1	
Line: 23												
10/08/12	Monday		:30	\$250.00		5a Good Morn Cincinna	5:00 AM-6:00 AM	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
											1	
											50	
											50	
											50	
											50	
											50	

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